

AMENDMENTS TO THE CLAIMS AND CLAIM LISTING

The listing of the claims immediately below, in which certain amendments are highlighted, replaces all prior versions of the claims provided in this application. Amendments to the claims previously entered in this application have not been highlighted herein.

Claims 1-20 were previously canceled.

21. (Previously presented) A method of tracking distributed content within a computer network, which is displayed on a computer device, comprising:

displaying first addressed content in a first frame having a format and controls which are specific to the first addressed content, the first frame and first addressed content rendered independently from a Web browser program, and wherein display of the first addressed content is at least in part outside of a window of a Web browser program, and further wherein the first addressed content comprises at least a portion of a definition of the first frame;

displaying second addressed content in a second frame having a format and controls which are specific to the second addressed content, the second frame and second addressed content rendered independently from a Web browser program, and wherein display of the second addressed content is at least in part outside of a window of a Web browser program, and further wherein the second addressed content comprises at least a portion of a definition of the second frame;

recording information that includes starting times and ending times for time periods during which the first addressed content and the second addressed content were displayed on said computing device; and

deriving, using said recorded information, whether said first addressed content and said second addressed content were displayed on said computing device during overlapping time periods.

22. (Previously presented) The method of claim 21 wherein said information associated with addressed content includes information related to user activity on said computing device, further comprising:

recording additional information related to user activity during the time period during which said first addressed content was displayed on said computing device; and

correlating, using said recorded information, the first addressed content that was displayed on said computing device with user activity on said computing device.

Claims 23 through 42 were previously cancelled.

43. (Previously presented) The method of claim 21, wherein said first addressed content and said second addressed content are displayed in overlapping time periods on the computing device, and further comprising the step of determining the length of time which said first addressed content and said second addressed content are displayed in overlapping time periods on said computing device.

44. (Previously presented) The method of claim 21, wherein:

said first addressed content is provided by a first addressed content provider, and said first addressed content has associated therewith a first identifier identifying the first addressed content provider;

said second addressed content is provided by a second addressed content provider, and said second addressed content has associated therewith a second identifier identifying the second addressed content provider; and

the recorded information further comprises the first identifier and the second identifier.

45. (Previously presented) The method of claim 21, wherein:

said first addressed content is obtained from a first addressed address;

said second addressed content is obtained from a second addressed address; and

the recorded information further comprises the first addressed address and the second addressed address.

46. (Previously presented) The method of claim 45, wherein:

said first addressed content has associated with it a date and time that it was obtained from the first addressed address;

said second addressed content has associated with it a date and time that it was obtained from the second addressed address; and

the recorded information further comprises the dates and times that the first addressed content and the second addressed content were obtained.

47. (Previously presented) The method of claim 21, further comprising the step of providing to the computing device a third addressed content, selection of the third addressed content based on a determination that the first addressed content and second addressed content were displayed in overlapping time periods.

48. (Previously presented) The method of claim 47, wherein the third addressed content is provided to the computing device during the time period that the display of the first addressed content and the second addressed content overlap.

49. (Once amended) A system for tracking information relating to interaction with software objects on a computing device, comprising:

a computer-readable storage medium having stored thereon:

a first software object, comprising information programmed in a format readable by a Web browser program, wherein the information includes instructions for invoking a first computing device resident process executable independent of a Web browser and a definition that defines at least in part a functionality and an appearance of a first user interface outside of a window of a Web browser program and within which the results of the first computing device resident process are presented;

a second software object comprising information programmed in a format readable by a Web browser program, wherein the information includes instructions for invoking a second computing device resident process executable independent of a Web browser and a definition that defines at least in part a functionality and an appearance of a second user interface outside of a window of a Web browser program and within which the results of the second computing device resident process are presented;

a third software object configured to record information including starting times and ending times for time periods during which a user interacts with the first software object and the second software object on said computing device; and

a fourth software object configured to communicate with a server coupled to said computing device to thereby provide the information to the server for determining at least whether said information comprising said first software object and information comprising said second software object were displayed on a computing device during overlapping time periods.